



**SAMHSA-HRSA  
Center for Integrated  
Health Solutions**

## Assessing the Current & Future Integration Landscape

West (HHS Regions 9 & 10)  
Regional Meeting  
Seattle, WA  
March 23, 2015

NATIONAL COUNCIL  
FOR BIOMEDICAL HEALTH  
RESEARCH  
www.integration.samhsa.gov

**SAMHSA**  
SUBSTANCE ABUSE AND MENTAL HEALTH SERVICES ADMINISTRATION

---

---

---

---

---

---

---

---



**SAMHSA-HRSA  
Center for Integrated Health Solutions**

## Goals for Our Time Together!

Take this opportunity to leave behind your clinical & administrative duties for a few days to learn from each other & reflect on how best to leverage this knowledge for your PBHCI programming!



NATIONAL COUNCIL  
FOR BIOMEDICAL HEALTH  
RESEARCH  
www.integration.samhsa.gov

**SAMHSA**  
SUBSTANCE ABUSE AND MENTAL HEALTH SERVICES ADMINISTRATION

---

---

---


---

---

---

---

---



**SAMHSA-HRSA  
Center for Integrated Health Solutions**

## Goals for Our Time Together!

**Today** we will focus the wider healthcare landscape you are all traversing, which covers national, state, and local terrain. Understanding the map is never the same as walking the territory, so we will discuss what you are seeing as you execute your PBHCI grant and review some techniques for how to frame your thinking as you move forward.

**Tomorrow** we will build on our discussion today and dive into a specific plan that you can leave with to effect a positive change in your PBHCI program upon your return home.

NATIONAL COUNCIL  
FOR BIOMEDICAL HEALTH  
RESEARCH  
www.integration.samhsa.gov

**SAMHSA**  
SUBSTANCE ABUSE AND MENTAL HEALTH SERVICES ADMINISTRATION

---

---

---

---

---

---

---

---

**SAMHSA-HRSA  
Center for Integrated Health Solutions**

### Plan for Today!

- Discuss what is happening at the federal, state and local levels in this fast changing healthcare landscape
- Given this we will use the SWOT analysis approaches to stimulate thinking about how your PBHCl programming can inform and leverage strategies for responding to this changing landscape

NATIONAL COUNCIL  
FOR SUBSTANCE ABUSE  
AND MENTAL HEALTH  
SAMHSA  
www.integration.samhsa.gov

---

---

---

---

---

---

---

---

**SAMHSA-HRSA  
Center for Integrated Health Solutions**

### The Changing Healthcare Landscape

- Movement toward performance-based contracts & bundled costs/rates
- Paying more for doing more vs Paying more for doing better
  - Health Homes
  - 1115 waivers
- Focus on linking Evidence-based Clinical Care-Pathways to Clinical Workflows in order to achieve "Treat to Target" clinical outcomes and cost containment
- Better utilization of EBP's

NATIONAL COUNCIL  
FOR SUBSTANCE ABUSE  
AND MENTAL HEALTH  
SAMHSA  
www.integration.samhsa.gov

---

---

---

---

---

---

---

---

**SAMHSA-HRSA  
Center for Integrated Health Solutions**

### Changing Healthcare Landscape cont....

- Client –centered focus
- Increased presence of Managed Care Organizations in the Medicaid Marketplace
  - ACO's
  - Next Generation ACO Model
- Increased need for partnerships with other stakeholders
  - SUD
  - Criminal Justice
- Health Information Technology is driving clinical decision support, information sharing, & supporting consumer behavior change (e.g., health apps)

NATIONAL COUNCIL  
FOR SUBSTANCE ABUSE  
AND MENTAL HEALTH  
SAMHSA  
www.integration.samhsa.gov

---

---

---

---

---

---

---

---

**SAMHSA-HRSA  
Center for Integrated Health Solutions**

**What else are you seeing occurring in healthcare today?**

**What opportunities for growth are you seeing in your city, county, state?**

**What are the challenges to capitalizing on those opportunities?**

NATIONAL COUNCIL  
FOR BIOMEDICAL HEALTH  
RESEARCH AND INNOVATION

**SAMHSA**  
U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES

[www.integration.samhsa.gov](http://www.integration.samhsa.gov)

---

---

---

---

---

---

---

---

**SAMHSA-HRSA  
Center for Integrated Health Solutions**

**Small Group Discussion**

**What would you do to increase the quality of your services and the value you provide to the communities you serve?**

**What resources (financial, workforce, clinical, etc.) do you need to accomplish this?**

NATIONAL COUNCIL  
FOR BIOMEDICAL HEALTH  
RESEARCH AND INNOVATION

**SAMHSA**  
U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES

[www.integration.samhsa.gov](http://www.integration.samhsa.gov)

---

---

---

---

---

---

---

---

**SAMHSA-HRSA  
Center for Integrated Health Solutions**

**TEAM Discussion**

- **Where do you see your organization's integration efforts in the next 3 years?**
- **What is one priority issue you would like to work on in order to move your efforts forward?**

NATIONAL COUNCIL  
FOR BIOMEDICAL HEALTH  
RESEARCH AND INNOVATION

**SAMHSA**  
U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES

[www.integration.samhsa.gov](http://www.integration.samhsa.gov)

---

---

---

---

---

---

---

---

**SAMHSA-HRSA  
Center for Integrated Health Solutions**

## Responding to the Changing Landscape

### Strengths Weaknesses Opportunities Threats (SWOT) Analysis Approach:

A framework for examining an organization's internal strengths (S); weaknesses (W); opportunities (O) for growth & improvement, & the threats (T) the external marketplace/ environment presents to its survival.

NATIONAL COUNCIL  
FOR BIOMEDICAL HEALTH  
INTEGRATION  
Building Health. Strong Communities.

**SAMHSA**  
U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES

[www.integration.samhsa.gov](http://www.integration.samhsa.gov)

---

---

---

---

---

---

---

---

**SAMHSA-HRSA  
Center for Integrated Health Solutions**

## Generic Healthcare SWOT Example

	Helpful to Objective	Harmful to Objective
Internal Origin	<b>Strengths</b> <ul style="list-style-type: none"> <li>Outstanding Medical Staff</li> <li>Strong Commitment to Community Mission</li> <li>Excellent Hospital Facilities</li> <li>Outstanding Healthcare Quality</li> <li>High Level of Organizational Efficiency</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>Lack of Adequate Resources</li> <li>Lack of Primary Care Network</li> <li>Shortages of Critical Staff</li> </ul>
External Origin	<b>Opportunities</b> <ul style="list-style-type: none"> <li>Growing Metropolitan Community</li> <li>Increased Managed Care Business</li> <li>Growing Community Healthcare Programs</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>Reduced Government Reimbursement</li> <li>Competition for Specialty Physicians</li> <li>Increased Competition from Healthcare Provider Networks</li> </ul>

NATIONAL COUNCIL  
FOR BIOMEDICAL HEALTH  
INTEGRATION  
Building Health. Strong Communities.

**SAMHSA**  
U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES

[www.integration.samhsa.gov](http://www.integration.samhsa.gov)

---

---

---

---

---

---

---

---

**SAMHSA-HRSA  
Center for Integrated Health Solutions**

## SWOT ANALYSIS EXAMPLE

### Domain/Topic Area: Bundled Rates

<b>Strengths (internal to org.)</b> <ul style="list-style-type: none"> <li>Strong EMR that can link claims data to clinical outcomes</li> <li>Leadership has made bundling methodology a mandate</li> </ul>	<b>S</b>	<b>W</b>	<b>Weaknesses (internal to org.)</b> <ul style="list-style-type: none"> <li>Do not have a levels of care instrument to stratify levels of care/need</li> <li>Lack staff who understand how to analyze complex data</li> </ul>
<b>Opportunities (external to org.)</b> <ul style="list-style-type: none"> <li>Engaged w/ several managed care entities that can educate us on how to do this</li> <li>Emerging literature exists explaining how to do this</li> </ul>	<b>O</b>	<b>T</b>	<b>Threats (external to org.)</b> <ul style="list-style-type: none"> <li>Several OMHC's &amp; FQHC's in our region have piloted this approach already</li> <li>ACO in region is requiring providers have this capability</li> </ul>

NATIONAL COUNCIL  
FOR BIOMEDICAL HEALTH  
INTEGRATION  
Building Health. Strong Communities.

**SAMHSA**  
U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES

[www.integration.samhsa.gov](http://www.integration.samhsa.gov)

---

---

---

---

---

---

---

---

**SWOT ANALYSIS Worksheet**

**SAMHSA-HRSA  
Center for Integrated Health Solutions**

<b>S Strengths (Internal to Org.)</b> <ul style="list-style-type: none"> <li>•Advantages</li> <li>•Experience, knowledge</li> <li>•Unique characteristics</li> <li>•Resources</li> <li>•Geographical advantage, location</li> <li>•Competence, capabilities</li> <li>•Quality, reputation</li> </ul>	<b>W Weaknesses (Internal to Org.)</b> <ul style="list-style-type: none"> <li>•Disadvantages</li> <li>•Gap in experience, knowledge</li> <li>•Financial aspects</li> <li>•Reliability and trust</li> <li>•Loss of key staff</li> <li>•Geographical factors</li> </ul>
<b>O Opportunities (External to Org.)</b> <ul style="list-style-type: none"> <li>•Strategic alliances, partnerships</li> <li>•Product development</li> <li>•Import, export</li> <li>•Innovation in technology development</li> </ul>	<b>T Threats (External to Org.)</b> <ul style="list-style-type: none"> <li>•Loss of alliances and partners</li> <li>•Price inflation/deflation</li> <li>•Strong competition</li> <li>•Competitors new products and innovation</li> </ul>

NATIONAL COUNCIL FOR BIOMEDICAL HEALTH  
www.integration.samhsa.gov

---

---

---

---

---

---

---

---

**Work Group Breakout**

**SAMHSA-HRSA  
Center for Integrated Health Solutions**

1. Choose a Healthcare Landscape Topic Area we discussed that you want to further investigate
2. As a team fill in the four SWOT Quadrants
3. Be ready to report out to the large group the topic(s) you chose & key takeaways.

NATIONAL COUNCIL FOR BIOMEDICAL HEALTH  
www.integration.samhsa.gov

---

---

---

---

---


---

---

---

**Report Out!**

**SAMHSA-HRSA  
Center for Integrated Health Solutions**



NATIONAL COUNCIL FOR BIOMEDICAL HEALTH  
www.integration.samhsa.gov

---

---

---

---

---

---

---

---

**SAMHSA-HRSA  
Center for Integrated Health Solutions**

## Given What We've Discussed, Now What?

In preparation for our work tomorrow use the work we've done so far today to discuss the implications this does or does not have for informing your Behavioral Health Integration Capacity Assessment (BHICA) findings.

Discuss which BHICA findings you would like to target for developing a PBHCI improvement plan.

NATIONAL COUNCIL  
FOR BEHAVIORAL HEALTH  
www.integration.samhsa.gov

**SAMHSA**  
Substance Abuse and Mental Health Services Administration

[www.integration.samhsa.gov](http://www.integration.samhsa.gov)

---

---

---

---

---


---

---

---

**SAMHSA-HRSA  
Center for Integrated Health Solutions**

## Report Out!



NATIONAL COUNCIL  
FOR BEHAVIORAL HEALTH  
www.integration.samhsa.gov

**SAMHSA**  
Substance Abuse and Mental Health Services Administration

[www.integration.samhsa.gov](http://www.integration.samhsa.gov)

---

---

---

---

---

---

---

---

**SAMHSA-HRSA  
Center for Integrated Health Solutions**

## Thank you!

- Have a great evening!
- See handout w/ restaurant options.
- We start at 8:30 am sharp tomorrow!

NATIONAL COUNCIL  
FOR BEHAVIORAL HEALTH  
www.integration.samhsa.gov

**SAMHSA**  
Substance Abuse and Mental Health Services Administration

[www.integration.samhsa.gov](http://www.integration.samhsa.gov)

---

---

---

---

---

---

---

---